

State of the City



**FARMERS
BRANCH**



VISION PLAN

Four Corners Area



THE CITY OF FARMERS BRANCH, TX

TORTI GALLAS AND PARTNERS

2– Retail in the Four Corners area is underperforming due to oversupply and low quality. The study recommends reconfiguring the site in line with a supportable footprint suggested by market factors (demographics, household density, growth, incomes)

- The retail market is highly competitive and other sites both within outside of Farmers Branch are capturing significant share of local retail expenditures
- A number of market factors (demographics, traffic, competitive supply) suggest decreasing retail footprint from current level
- Repositioned retail will allow incorporation of other land uses (to include services, office), to create sense of place.

3 THE VISION PLAN

3.2 The Preferred Alternatives - Program

Existing Conditions					
	NW quad	SW quad	SE quad	NE quad	TOTAL
Existing Retail (in square feet)	100,000	186,000	125,000	60,000	471,000
Existing Office (in square feet)	86,000	45,000	0	0	131,000
Existing Dwelling Units	42	0	0	0	42
Existing Civic or Institutional (in square feet)	15,000		10,000		25,000

Figure 3.5



3 THE VISION PLAN

3.3 The Preferred Alternatives: Components of the Plans

Figure 3.13 - 3.14

The graphics represented on this page illustrate what the proposed build-out of Alternative B along Valley View Lane could look like once developed.

The Photo Montage below demonstrates the mix of uses, the enhanced public realm along the street achieved by pulling the buildings closer to the street and the use of small outdoor plazas to enhance the pedestrian experience.



Key Map

Figure 3.13



Proposed View looking down Valley View

Figure 3.14

3 THE VISION PLAN

3.3 Preferred Alternatives: Components of the Plans

Figure 3.15 - 3.17

The graphics represented on this page illustrate what the proposed build-out of Scheme 1 and 2 along Josey Lane could look like once developed.

The Photo Montage below demonstrates the mix of uses, the enhanced public realm along the street achieved by pulling the buildings closer to the street and the use of on-street parking along Josey in order to make the pedestrian realm along the sidewalk more comfortable and safe.



Proposed View Looking North on Josey Lane - Public Investment

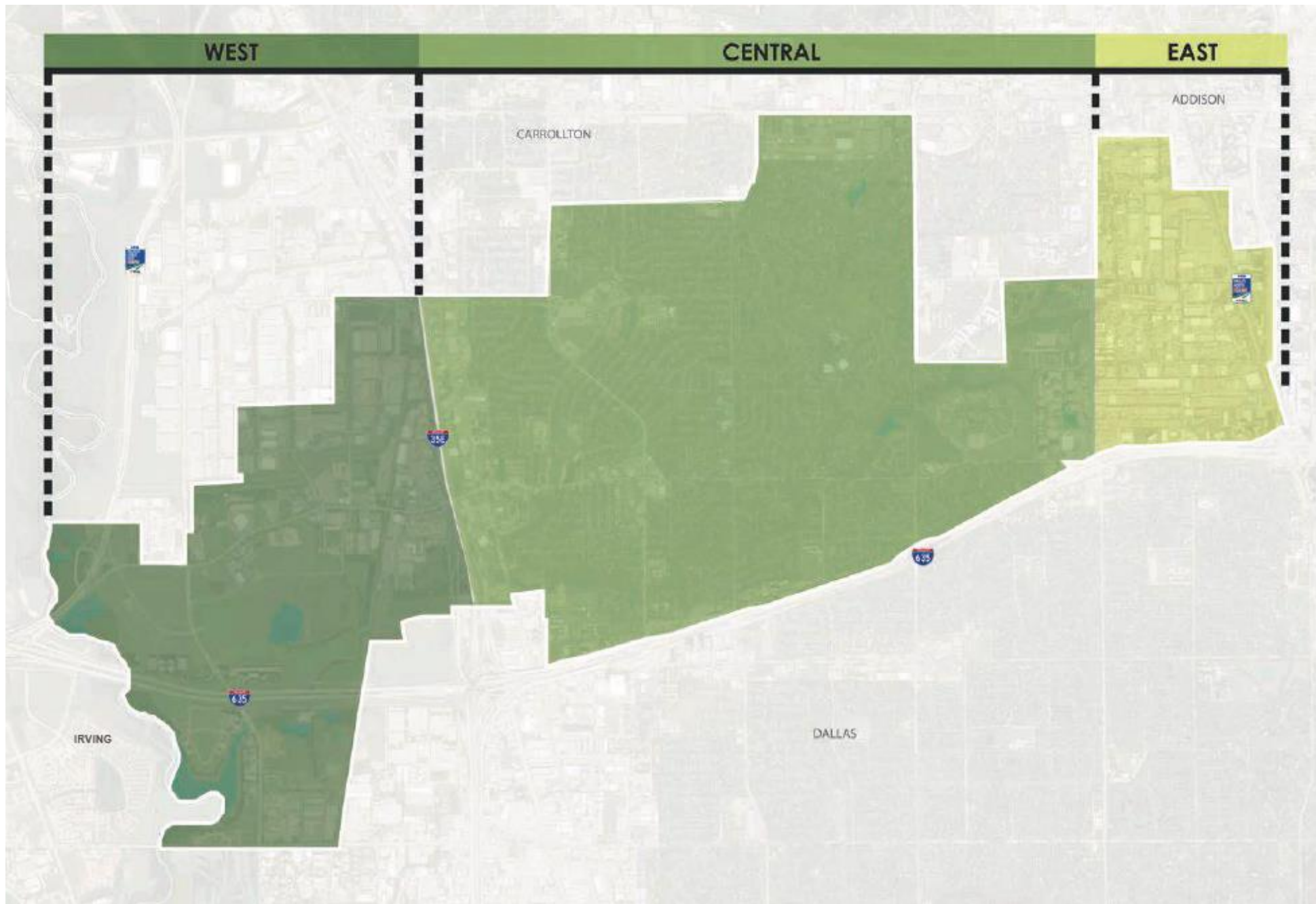
Figure 3.16



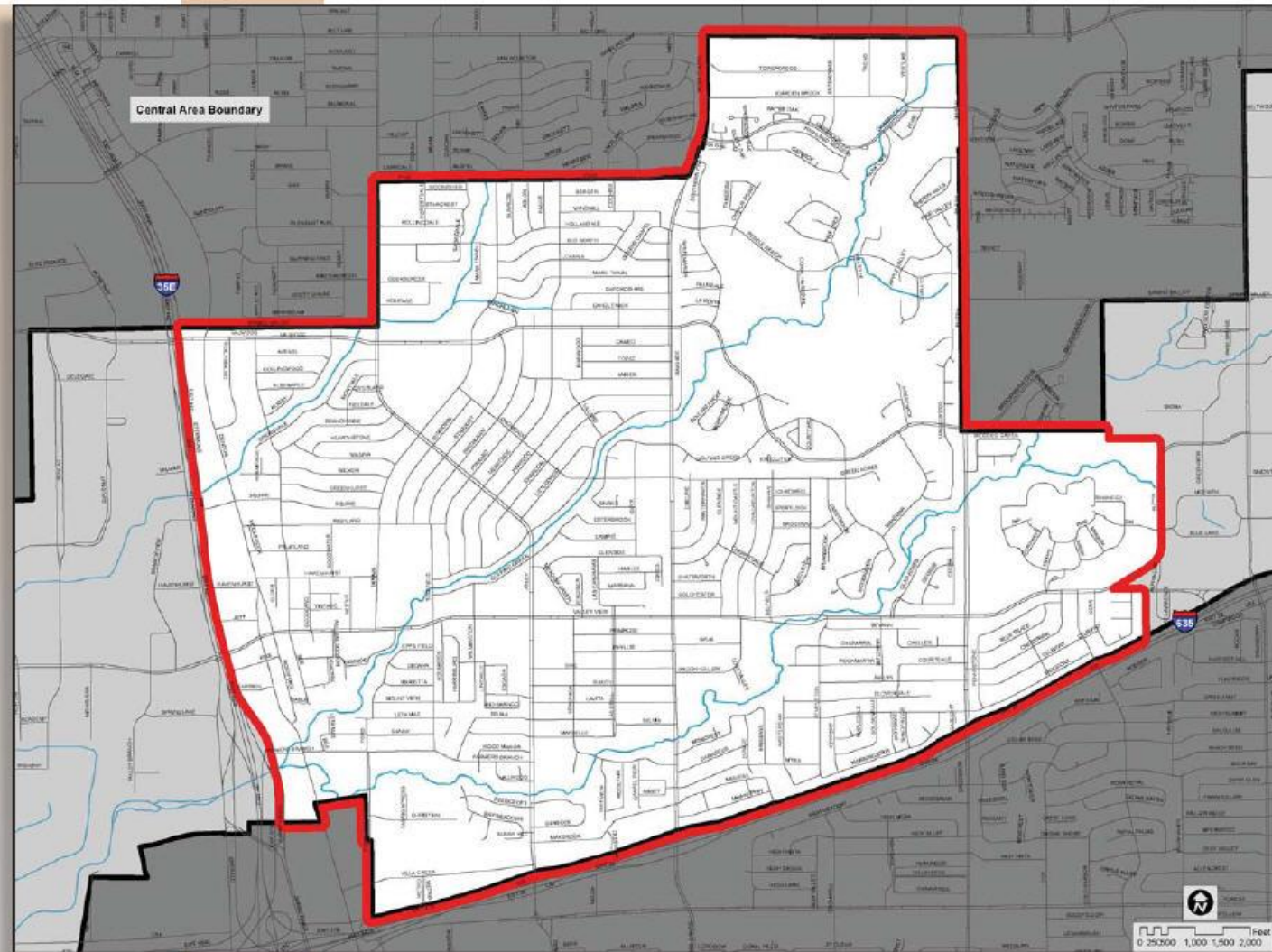
Proposed View Looking North on Josey Lane - Private Investment

Figure 3.17





Central Area



Central Area Study Map

Land Use Type	Acres	Percent
Single Family	1,836	46.0%
Single-Family Attached	34	0.8%
Multifamily	80	2.0%
Retail	106	2.6%
Commercial	102	2.6%
Office	112	2.8%
Industrial	75	1.9%
Public/Semi-Public	437	10.9%
Parks & Open Space (Public & Private)	517	12.9%
Right-of-Way	631	15.8%
Vacant	66	1.6%
Total Acres	3,996	100.0%

Existing Land Table



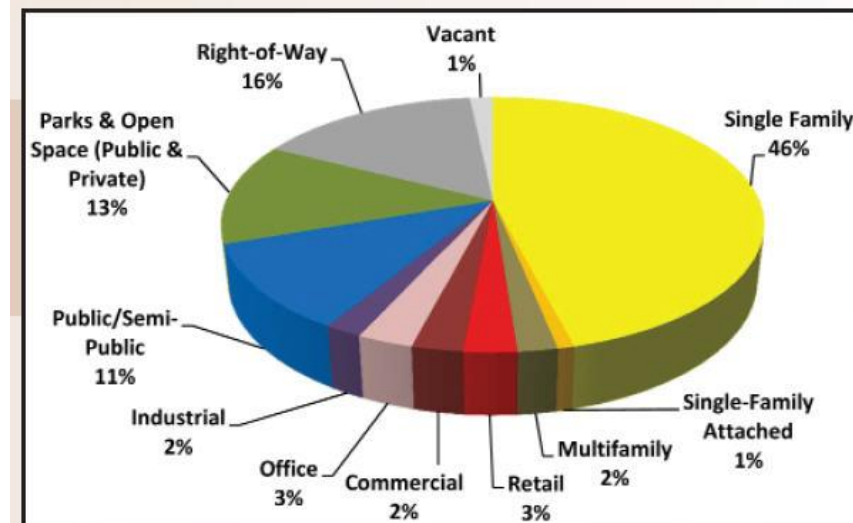
Existing Interstate 635: Dallas Medical Center



Neighborhood Preservation housing ex



Brookhaven Country Club



Existing Land Use Chart



Dwelling Unit Type	City Limits	Central Area
Single Family Units	7,243	7,243
Duplex	42	42
Fourplex	36	36
Townhomes	301	271
Condominiums	380	380
Multi-Family	3,425	2,125
Total	11,427	10,097

Dwelling Unit Type (Source: US Census)

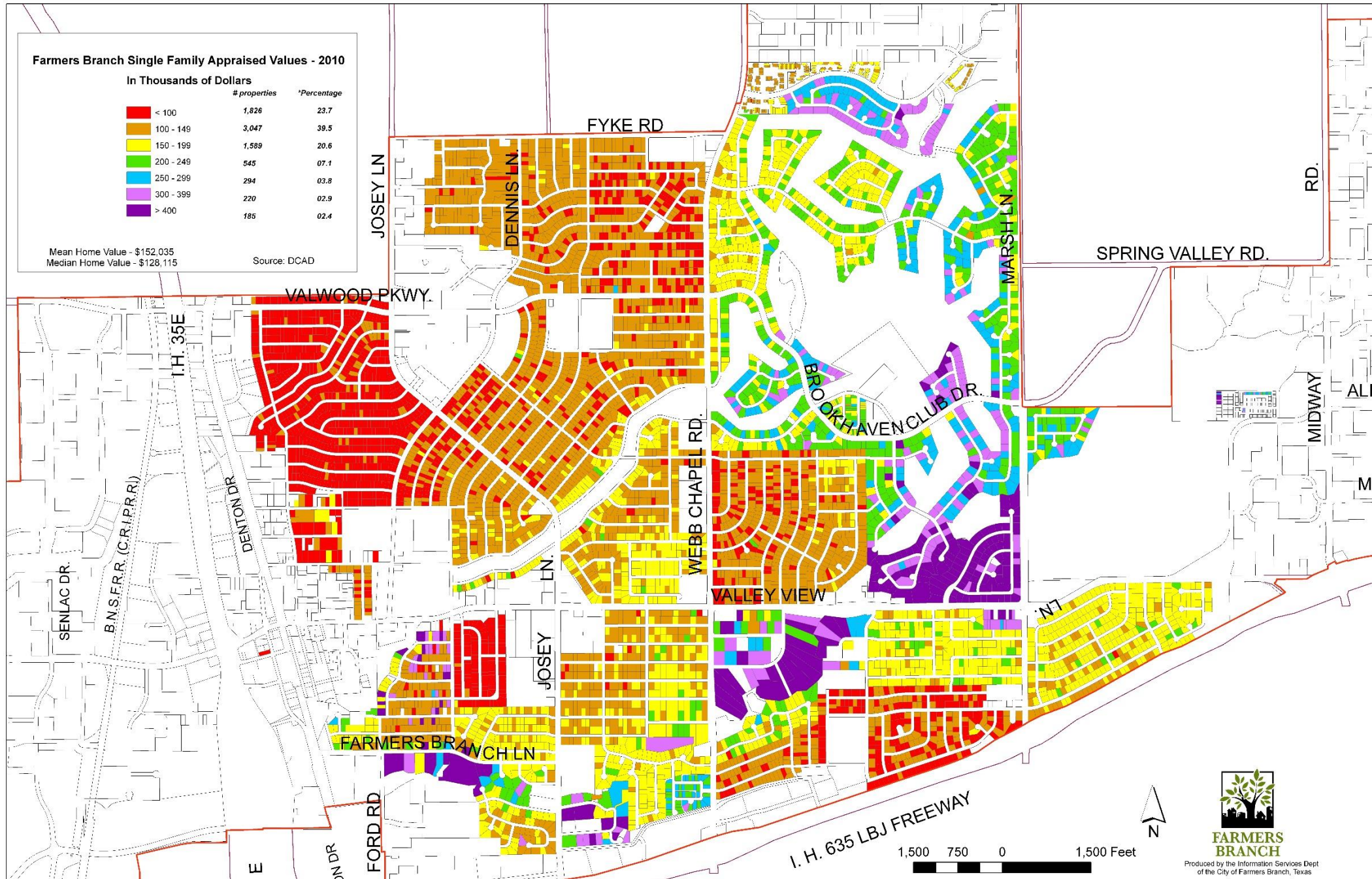
Farmers Branch Single Family Appraised Values - 2010

In Thousands of Dollars

	# properties	%Percentage
< 100	1,826	23.7
100 - 149	3,047	39.5
150 - 199	1,589	20.6
200 - 249	545	07.1
250 - 299	294	03.8
300 - 399	220	02.9
> 400	185	02.4

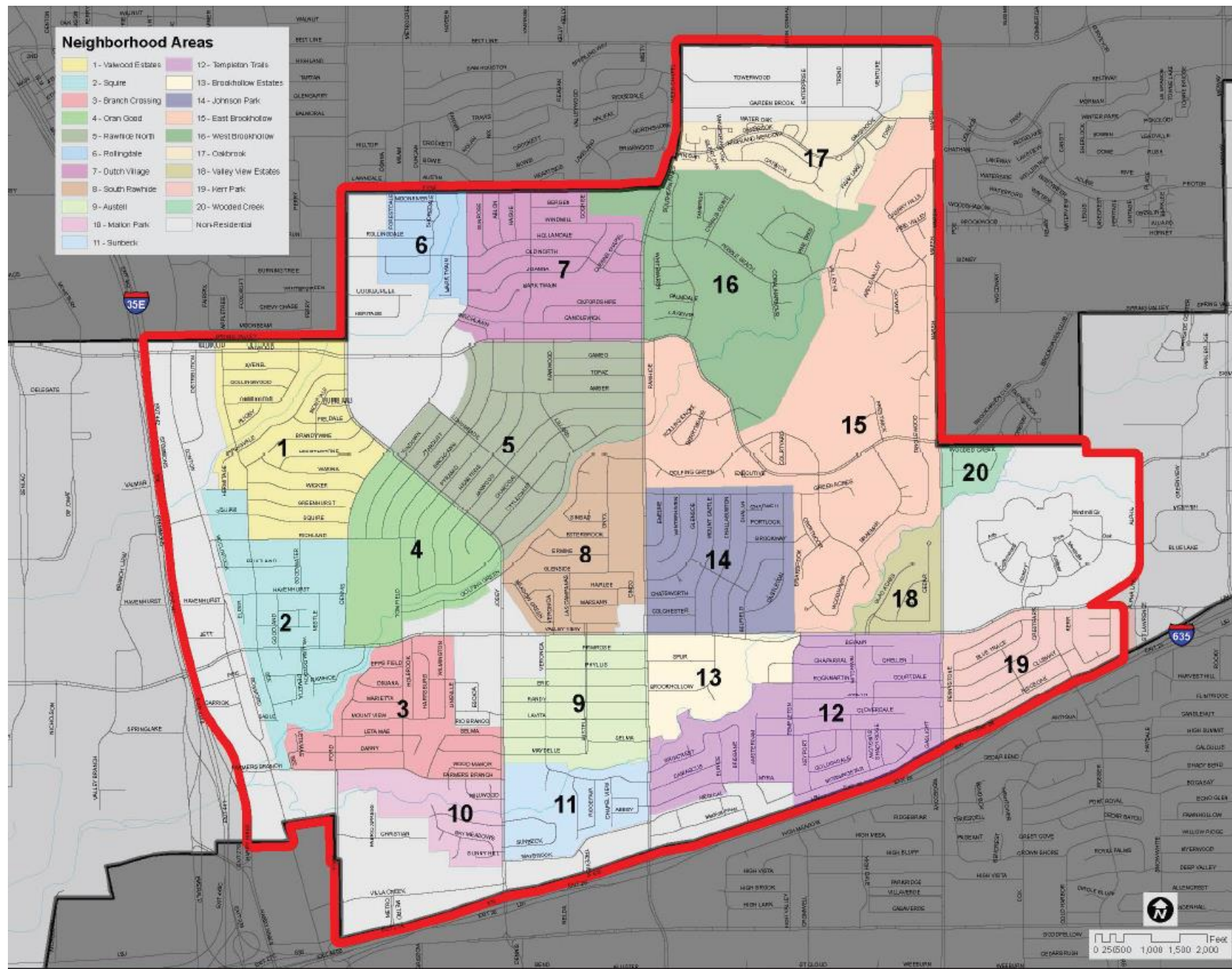
Mean Home Value - \$152,035
Median Home Value - \$128,115

Source: DCAD



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Produced by the Information Services Dept.
of the City of Farmers Branch, Texas



Neighborhood Areas Map



Oran Good Strategies

- Neighborhood Renaissance
- Demo-Rebuild
- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Tree Canopy Enhancement
- Christmas in July
- Faith-Based/Civic Partnerships



Oran Good

Housing Conditions

Overall housing conditions with Oran Good are fair, with conditions improving with proximity to Rawhide Park. Homes within Oran Good are mid-century ranch-style and homes typically contain one-car garages on the northern side and two-car garages on the southern side. Homes on or near Rawhide Parkway contain rear-entry garages helping to improve the curb appeal of such areas.

Neighborhood Strategy Classification

Oran Good is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

Oran Good attained the highest possible walkability score, a 5 out of 5 possible points. The neighborhood is well situated between community parks, such as Oran Good Park and Rawhide Park, has walkable access to Vivian Field Middle School, has DART bus service along Josey Lane, has a connected network of sidewalks and is within walkable distance of the Shops at Branch Crossing and Valwood Center.

Neighborhood Assets

The most significant asset of Oran Good is its parks. The neighborhood is located in close proximity to Rawhide Park which serves as a tremendous amenity and asset to the Central Area. The park is a hidden gem that provides recreational activities, both active and passive, and provides both natural beauty and connectivity to community facilities. This asset can and should be leveraged for housing improvements. Oran Good will likely become increasingly attractive once the Shops at Branch Crossing is developed further.

Neighborhood Weaknesses

A significant number of homes in the neighborhood are in need of exterior maintenance. The number of homes needing maintenance increases towards the northern end of the neighborhood and detracts from the overall quality and

character of the neighborhood. Parking is also an issue on the northern side of the neighborhood as one-car garages, many of which have been converted into living space, limit the amount of available off-street parking.

Recommendations

- Consider creating a parking decal program, distributing only a specified number of parking permits per residence thereby reducing the amount of unnecessary and uncontrolled on-street parking.
- Consider incentives for home expansions that increase the amount of living area. Create a design guidebook for acceptable options and ideas.
- Create an incentive program encouraging residents to perform minor exterior maintenance or repair, such as painting, landscaping improvement or roofing repairs.
- Create an incentive program encouraging residents to perform major exterior repairs, such as internal home repairs, home additions, significant landscape improvements and other such improvements which amount to more than \$20,000 in improvements.
- Concentrate home incentives initially along Rawhide Park.

[illegible]

Neighborhood Revitalization Initiative

Basic Tools

- Trails and Sidewalk Expansion
- Park Expansion & Enhancement Program
- Neighborhood Identity Projects
- Tree Canopy and Landscaping Projects
- Neighborhood Assistance Projects



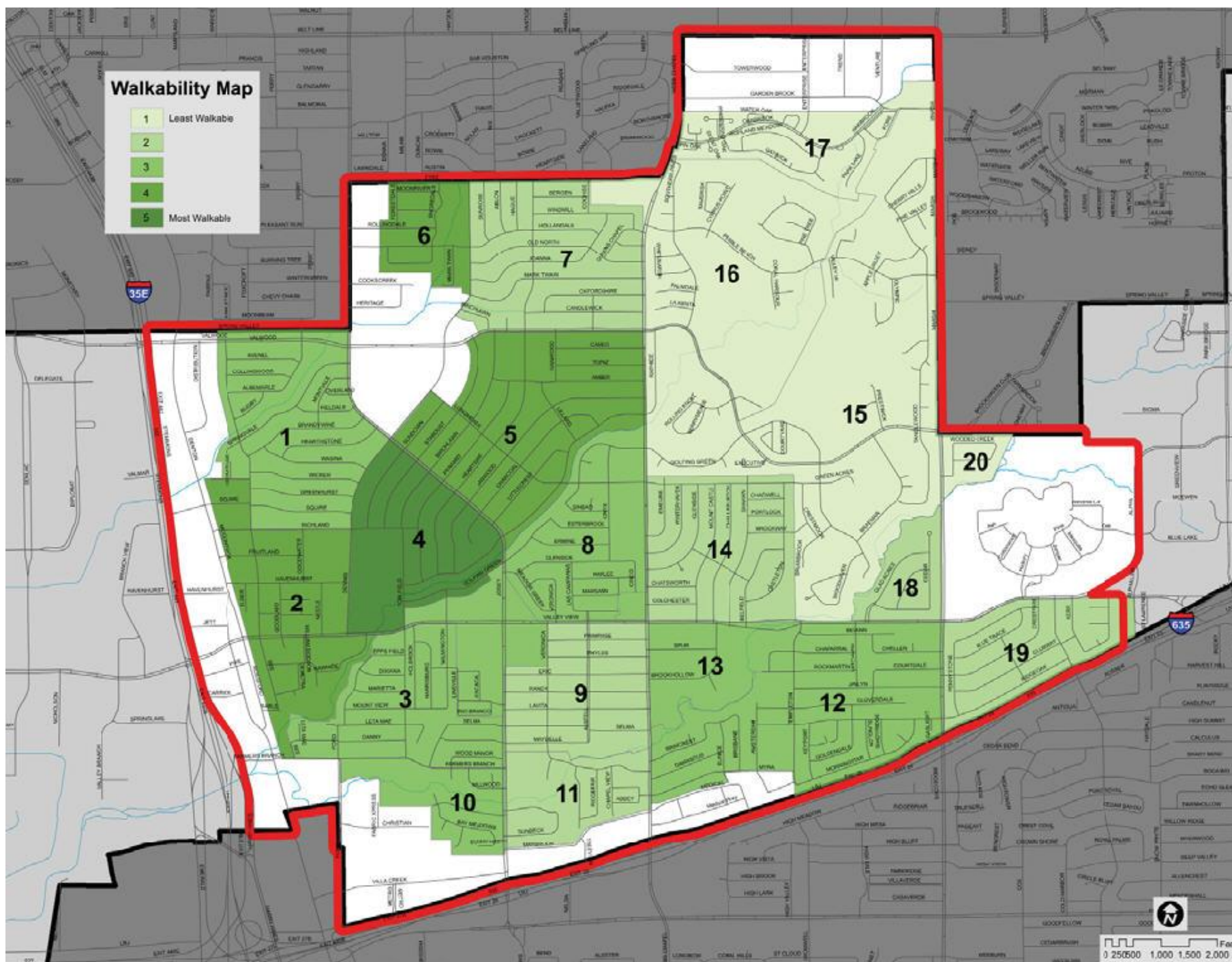
Trail Expansion

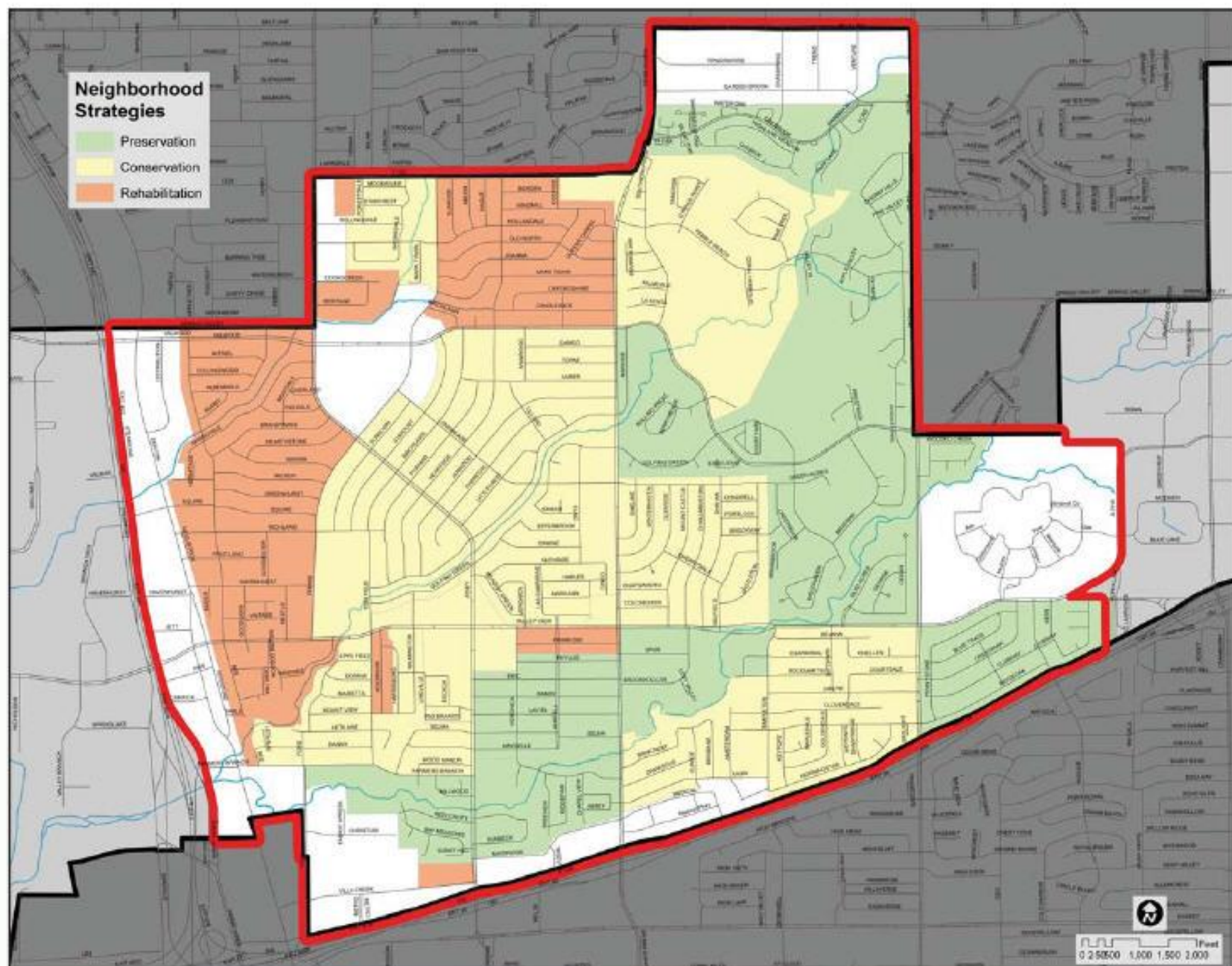


Crosswalks



Walkability Map





Neighborhood Strategies Map

Goals

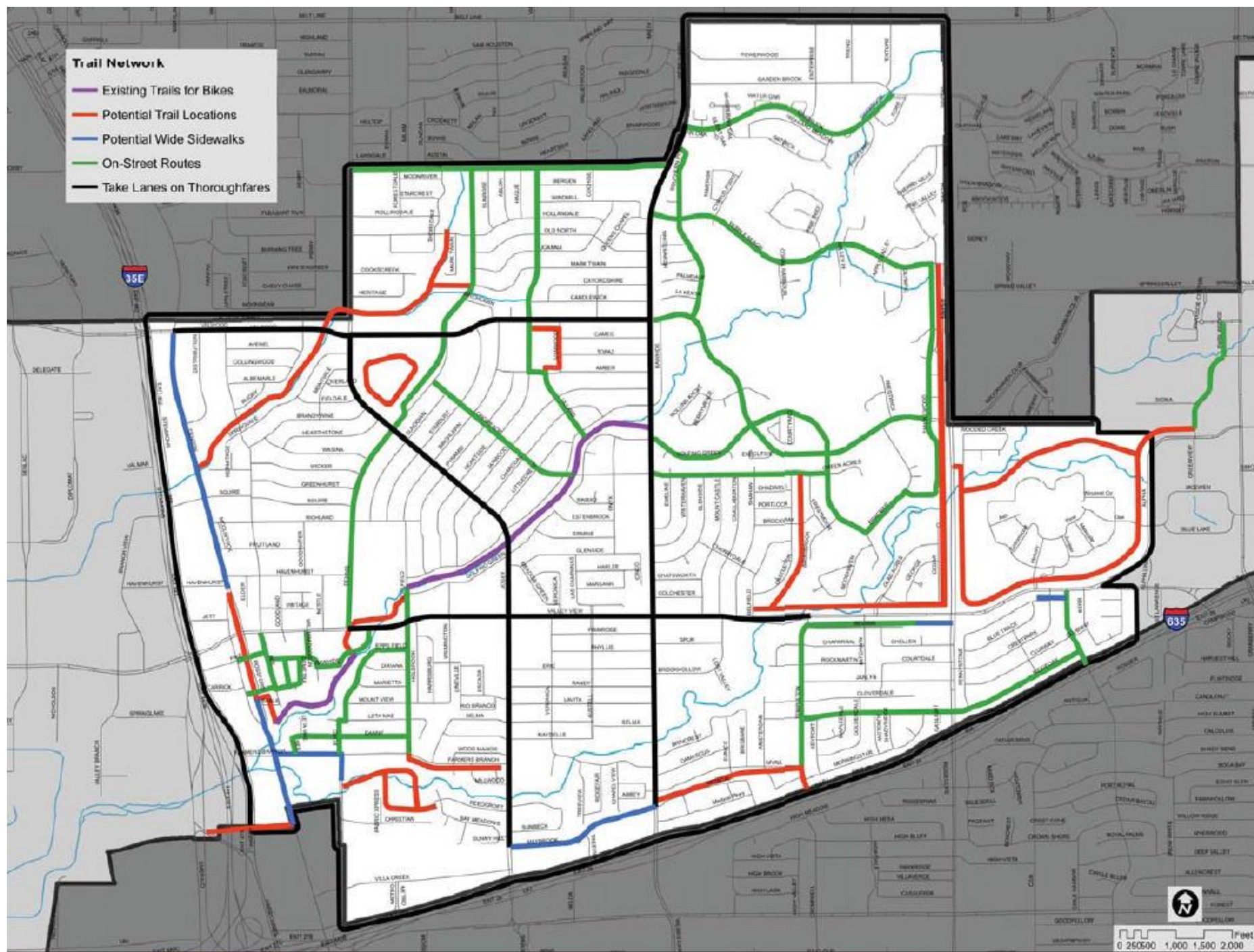
1. Provide quality, diverse and attractive neighborhoods making Farmers Branch a community for a lifetime
2. Create vibrant retail centers that bring together and meet the needs of Farmers Branch residents
3. Continue to make Farmers Branch a “City in a Park”

Goals

4. Provide and maintain efficient and attractive **roadways that accommodate motorists, bicyclists, and pedestrians.**
5. Ensure that the City's infrastructure systems are able to **support revitalization and future growth needs.**
6. Make Farmers Branch a **sustainable community** where residents can live, work and play.

Trail Network

- Existing Trails for Bikes
- Potential Trail Locations
- Potential Wide Sidewalks
- On-Street Routes
- Take Lanes on Thoroughfares





Before: Existing Templeton Trail



After: Templeton Trail with Collector Roadway Enhancements



Before: Valley View existing roadway



After: Proposed Valley View road diet and new land uses

Life Cycle Housing



Low Density Residential



High Density Residential

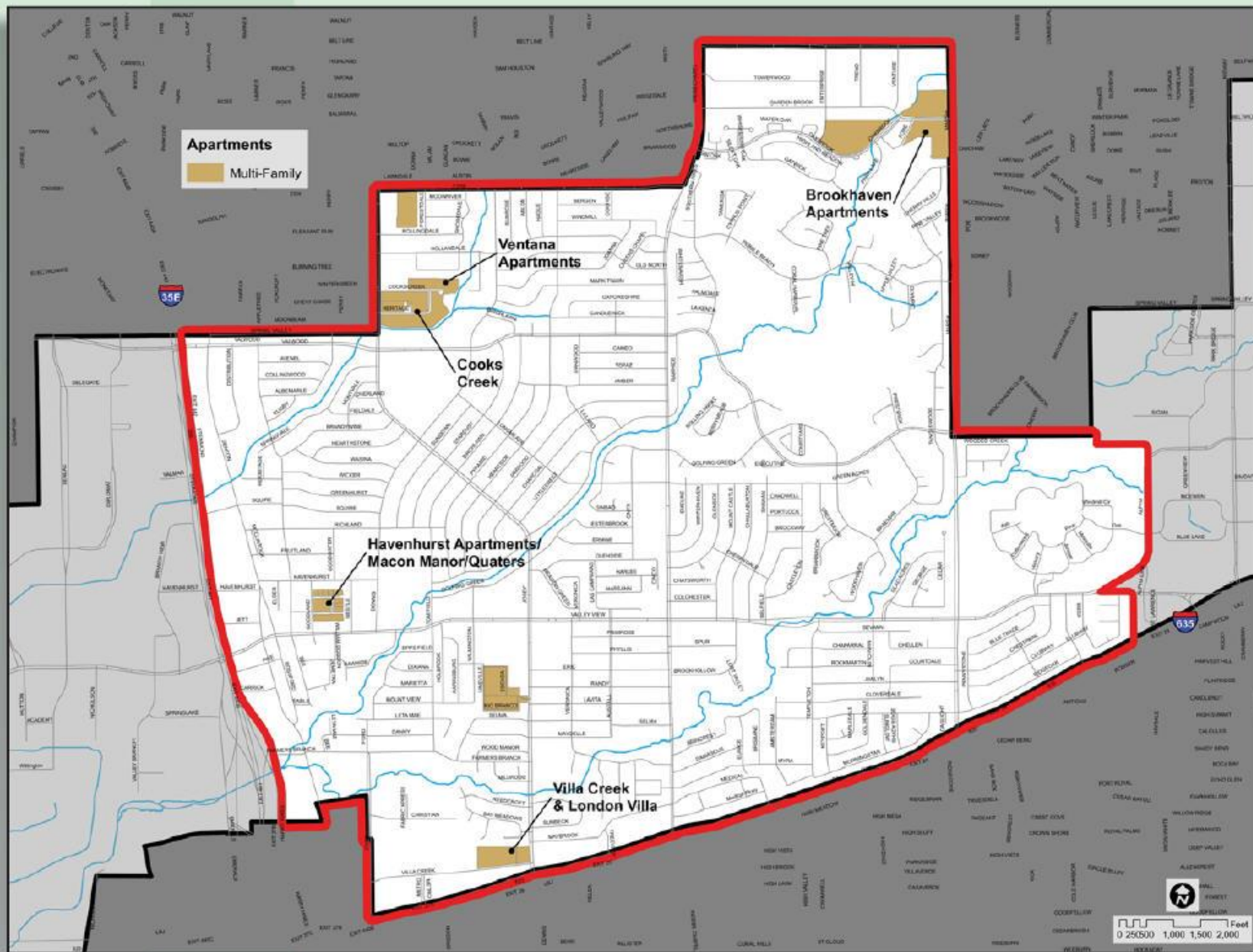


Medium Density Residential



Townhome





Apartment Facilities Map



London Villa Apartments



Village Creek Apartments





Cooks Creek Channel Enhancements



Potential Valwood/Cooks Creek Redevelopment



Valwood Center infill land uses and site enhancements



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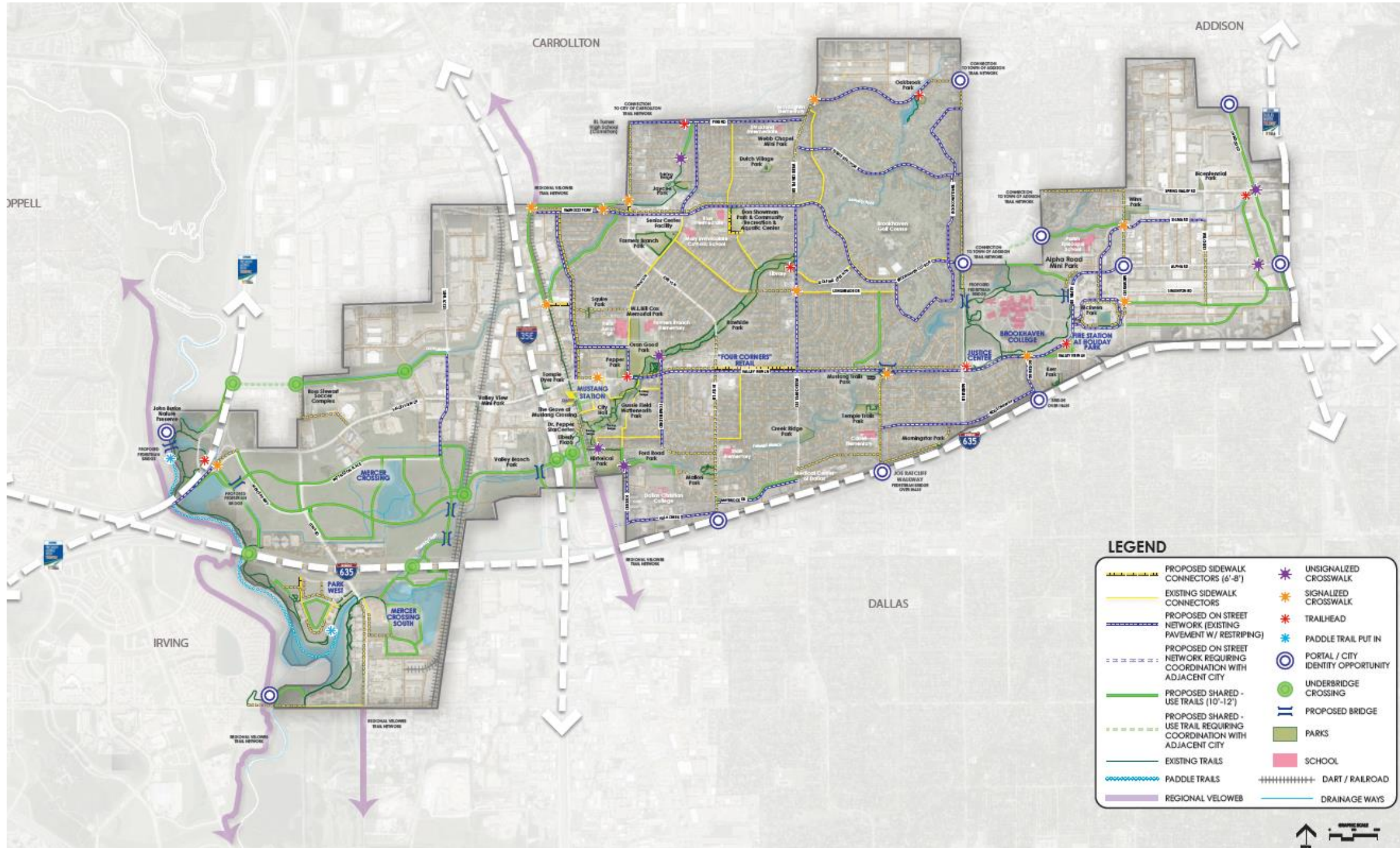


AUGUST 18, 2015



CITYWIDE TRAIL MASTER PLAN

 **DUNAWAY**



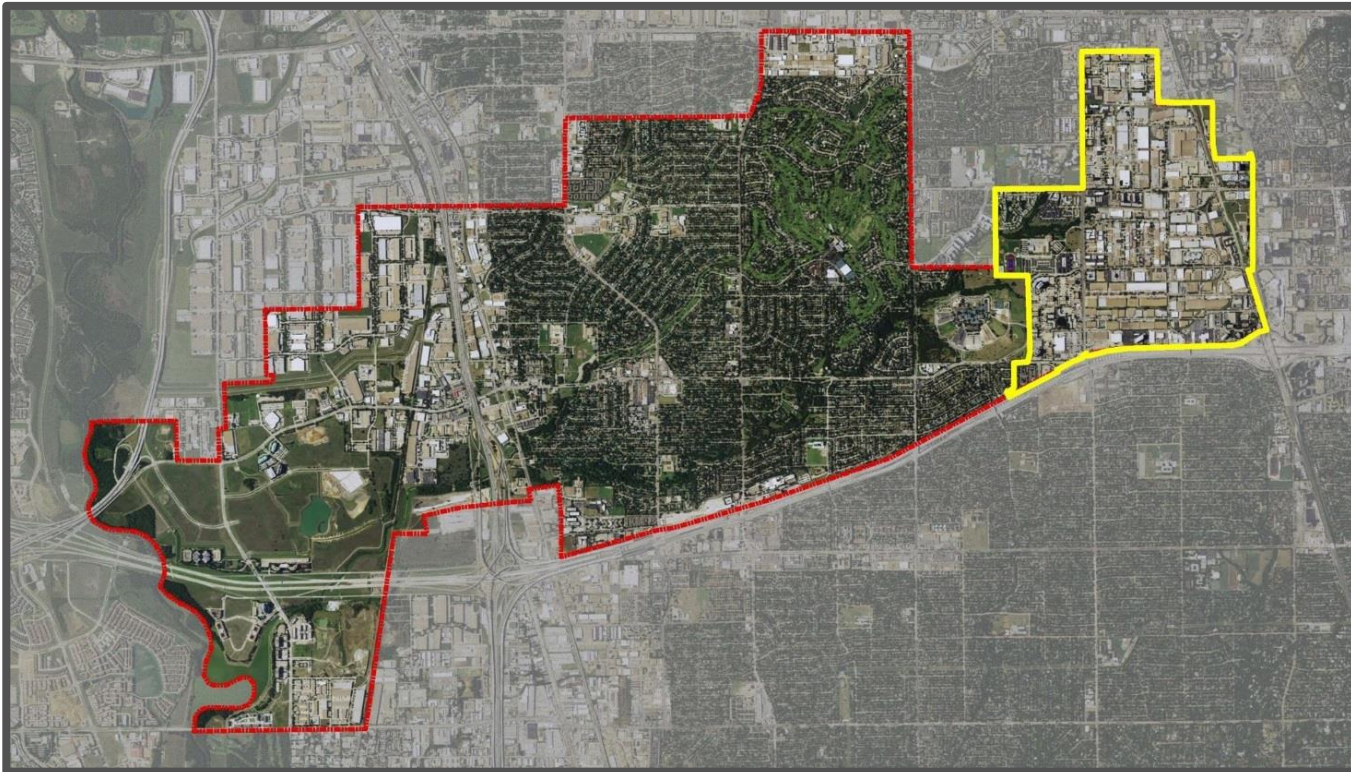
IMPLEMENTATION

PRIORITY AREAS

CENTRAL			
	SHORT-TERM (1–5 years)	MID-TERM (5–10 years)	LONG-TERM (10+ years)
ROADS & SIDEWALKS - RESTRIPIING			
Valley View Lane from Dennis Lane to Alpha Road	🌱		
Alpha Road from Valley View Lane to Midway Road	🌱		
Valwood Parkway / Brookhaven Club Drive from Denton Drive to Marsh Lane	🌱		
Fyke Road from Josey Lane to Webb Chapel Road	🌱		
Oakbrook Parkway from Webb Chapel Road to Gardenbrook Drive		🌱	
Havenhurst Street from Bee Street to Dennis Lane	🌱		
Dennis Lane from Valwood Parkway to Fyke Road	🌱		
Webb Chapel Road from Valley View Lane to Valwood Parkway	🌱		
Rosser Road from IH635 to Valley View Lane	🌱		
Villa Creek Drive from Josey Lane to Regional Veloweb		🌱	
Ford Road from Ford Road Park to Villa Creek Drive		🌱	
Maybrook Drive from Josey Lane to Webb Chapel Road	🌱		
Ridgeoak Way from Templeton Trail to Rosser Road		🌱	
Tom Field Road from Farmers Branch Lane to Oran Good Park / Rawhide Park		🌱	
Pebble Beach Drive from Webb Chapel Road to Marsh Lane	🌱		

Eastside Comprehensive Plan Update

February 18, 2016



Advisory Committee Kickoff Meeting

November 19

- 20 + Members of the Advisory Committee attended
- Consultant gave a brief presentation to introduce the project and the basics of Comprehensive Planning
- Broke out into groups to answer the following questions;
 - ✓ What are the current challenges in the Eastside?
 - ✓ What are the current opportunities in the Eastside?
 - ✓ What is your dream for the future of the Eastside?



Benchmark Tour – December 8

- Fort Worth - West 7th and Magnolia Ave



Stakeholder Interviews

- January 27-28 La Terra Studio conducted 16 stakeholder interviews at City Hall.
- Staff, City Council, Planning and Zoning Commissioners and community representatives were all invited to attend the interviews.
- The interviews were approximately one hour long and provided the consultant team with a great opportunity to have a one on one, personal conversations
- Topics involving land use, housing options, identity, safety, infrastructure, open space and trails were all a part of the discussion.
- A common theme in all of the interviews was that the Eastside has great potential and now is the time to evaluate its current status and how to plan for the future.
- The project is now entering Phase 2 is on track in terms of the schedule.

DRAFT STAKEHOLDER INTERVIEW QUESTIONS
EASTSIDE COMPREHENSIVE PLAN UPDATE

DATE: _____ TIME: _____ ROOM: _____

INTERVIEWEE(S): _____

INTERVIEWER: _____

TIME: _____

AFFILIATION/ASSOCIATION WITH EASTSIDE

How are you affiliated with the Eastside portion of Farmers Branch? (maybe in more than one way)

Landowner

Business owner

Resident

Realtor/Broker

Employed in the area

Affiliated with an institution in/near the area

Visitor to the area

Other

How many times a week are you in Eastside?

What do you think brings other people to Eastside?

What keeps them away?

1

Project Schedule

Comprehensive Plan Eastside

PROJECT DURATION : 9 Months

DATE: November 2015

Phase 1 - Project Initiation / Community Vision

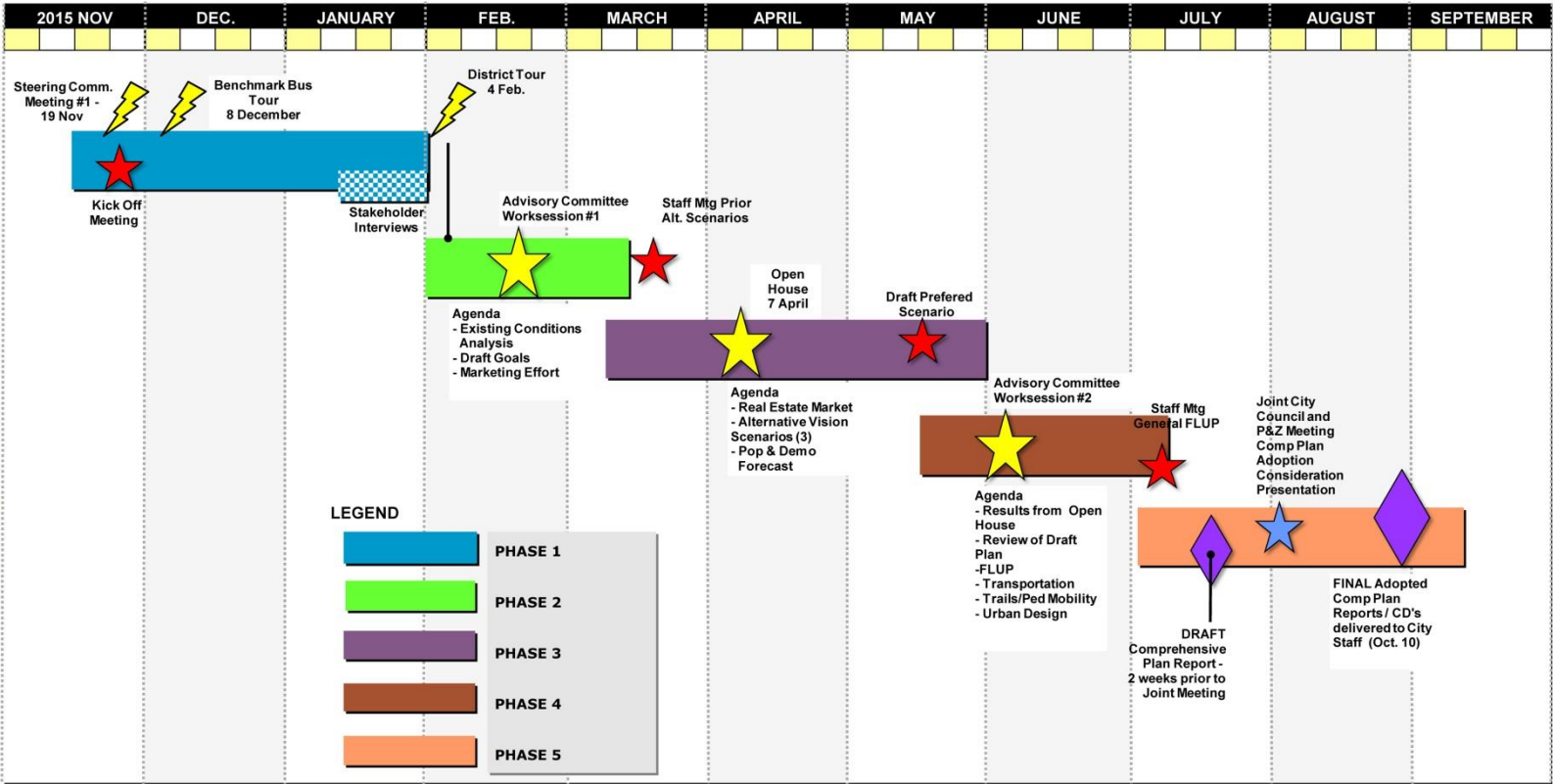
Phase 2 - Status of Eastside

Phase 3 - Eastside Vision Plan

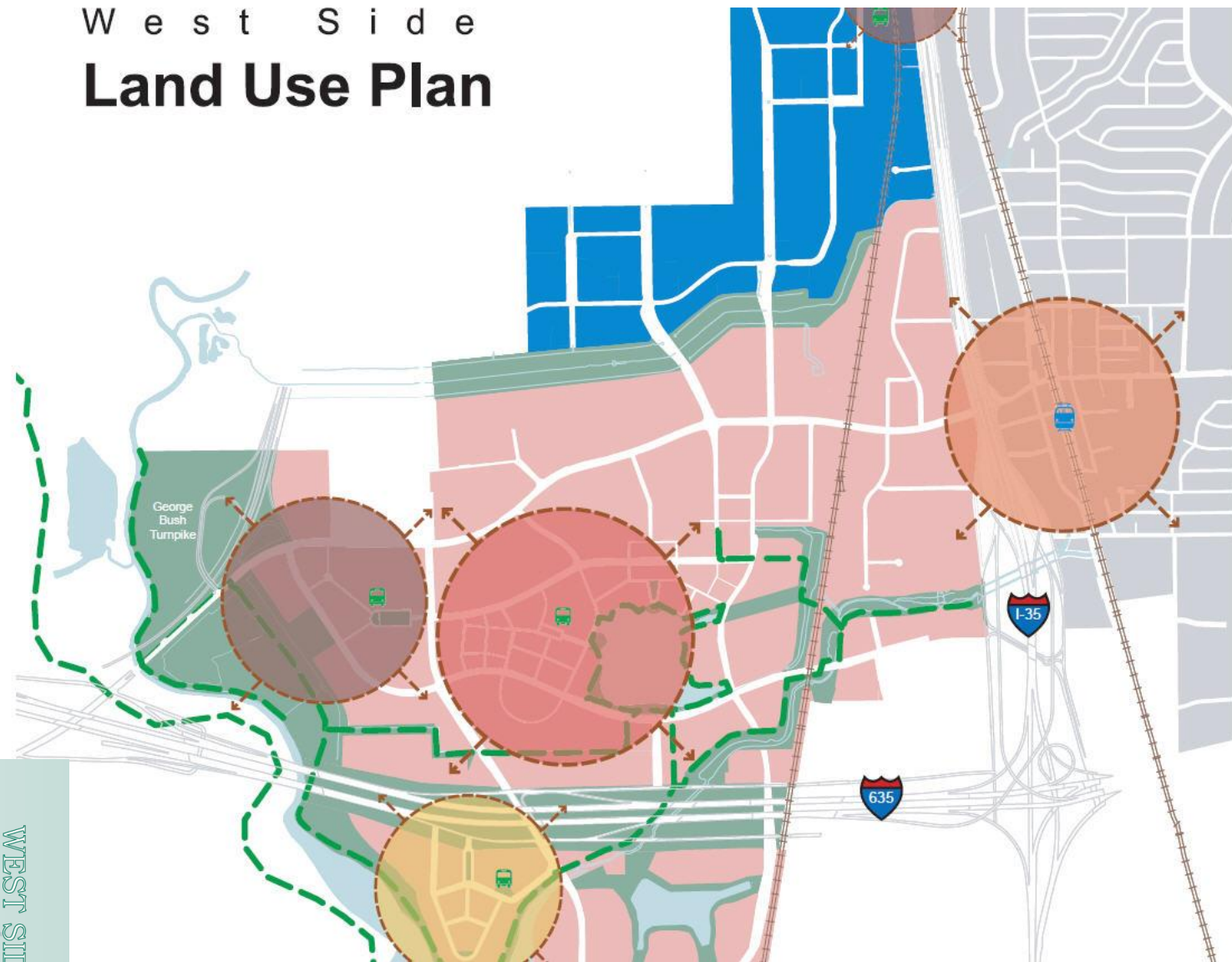
Phase 4 - Implementation

Phase 5 - Final Comp Plan / Adoption



Project Timeline



West Side Land Use Plan



Districts

-  Industrial District
-  Employment District



Centers

-  Regional Center
-  Urban Center
-  Town Center
-  Neighborhood Center

Corridors

-  Roads
-  Rail, Bus
-  Trails

Preserves

-  Open Space
-  River, lakes, creeks



